

STORE OPEN FROM 8:30 A. M. UNTIL 7 P. M.

GIMBELS—The Store of Endless Christmas Delights.

Superb Holiday Stocks—More Than Six Million Dollars' Worth of New Merchandise—The Shopping Headquarters of Hundreds of Thousands of Customers—Largely Increased Salesforces on Every Floor

High Efficiency of GIMBEL Motor Delivery Service

THE efficiency and superiority of the GIMBEL Motor Delivery service was never more emphatically emphasized than during the past few days. At a time when city and outlying districts were struggling in the grasp of snow and rain storms GIMBEL Motor Delivery Cars were speeding in all directions promptly making deliveries, except in a few minor instances where the roads were utterly impassable.

"Quick, sure service" is the watchword of this Store. It is pleasant to know and remember that

THE GIMBEL HOLIDAY AND MOTOR DELIVERY SERVICE WITH A REGULAR FLEET OF 139 GASOLINE AND ELECTRIC CARS—INCLUDING 3-TON MOTOR TRUCKS, REINFORCED BY 60 ADDITIONAL VEHICLES—WILL

DELIVER YOUR CHRISTMAS PURCHASES AT YOUR HOME ON TIME!

1000 Women's Silk Petticoats Special at \$2.95

Taffeta } Plain, changeable, striped and Dresden designs.
Petticoats }
Crepe de Chine } Exceptional quality of crepe de chine; elaborately trimmed with lace.
Petticoats }
Messaline } Plain and changeable effects in a large variety of styles.
Petticoats }
Jersey Top } Silk and Wool Jersey tops, with taffeta and messaline flounces.
Petticoats }
Every Petticoat has a fitted top and underlay.
Extra-size Silk Petticoats, \$2.95.
Taffeta and messaline petticoats; some have Jersey tops.
GIMBELS—Second Floor

50c and \$1.50 Handkerchiefs at 25c & \$1

\$1.50 Princess Lace Handkerchiefs, \$1—centres of very sheer linen, edged with beautiful Princess Lace. Each handkerchief in a box.
50c Imported Crepe de Chine Handkerchiefs, 25c—white, with hems, in solid colors, a heavy quality of silk.
3 for \$1—Dainty Handkerchiefs edged with Venise Lace.
Initial Handkerchiefs for Men and Women 75c to \$3 Half Dozen.
Appenzell Hand-embroidered Handkerchiefs for women (the finest in the world) \$1 to \$30 each.
Women's Hand-embroidered Irish Linen Handkerchiefs, 25c to \$1.
Men's and Women's French Colored Handkerchiefs, 75c to \$2.25.
GIMBELS—Main Floor

Women's \$29.50 to \$57.50 Evening Wraps, \$19.50 to \$45

\$25 were \$38.50—Wraps of Pressed Plush with deep "Chin-Chin" collars and cuffs of seal plush; in pastel colors.
\$25 were \$29.50—White Moufflon Collars and Cuffs adorn these Pressed Plush Wraps; in pastel colors and gold.
\$45 were \$57.50—Panne Velvet Wraps, with very deep borders, collars and cuffs of seal plush. Pink and blue.
\$32 were \$38.50—Wraps of the lovely and shimmering Waterfall Cloth, with collars and cuffs of white moufflon. Pink, light blue and Nile green.
Wraps of Elegant French Brocades and Fine Furs at \$95 and \$110 that cannot be duplicated for less than several hundred dollars.
GIMBELS—Third Floor

Christmas Sale of Glove Silk Underwear for Women

VESTS, bloomers and union suits made by the best known manufacturer of silk underwear. Excellent tailoring and fully reinforced at wearing points.
\$2.50 Hand Embroidered Silk Vests, \$1.95
Several attractive embroidered designs and shell beaded tops; pink, white and ciel blue.
\$3.50 Silk Combinations, \$2.90
Effective embroidered designs, plain tailored tops; pink and blue.
\$2 Embroidered Silk Vests, \$1.70
Pink or white, various embroidered designs and tailored hand tops.
GIMBELS—Main Floor

Infants' Hand-Made, Hand-Embroidered Dresses, \$3

TWO of the loveliest styles that we have received for several seasons are in these long and short dresses for youngsters of 6 months to 2 years.
One style has yoke of cluster tucks and fancy stitching, adorned on each side with sprays of hand-embroidery; deep hems.
Another style has a panel yoke sprayed with blind and eyelet embroideries; scalloped embroidered neck, sleeves and skirt.
GIMBELS—Second Floor

GIMBELS—Headquarters for Gift Rugs of All Kinds

A FINE Oriental carpet makes a lasting gift, and we call special attention to the Kirmanshahs, Sarouks, Ghorevans, Chinese, Asia Minor, Mahals and other Eastern weaves. Also to the reproductions of Eastern weaves in the highest quality of Wilton rugs such as M. J. Whittall's, Hardwick & Magee and other high-grade makes.

Royal Wiltons in room size 9x12 feet in a large variety of designs and colorings, special at... \$33.50 & \$37.50

One-Piece Plain Color Band Border Wilton Rugs at Half Price

9x12 ft. \$65 Rugs, \$32.50.
9x10 ft. \$60 Rugs, \$30.
8.3x10 ft. \$60 Rugs, \$30.
9x9 ft. \$50 Rugs, \$25.
6x9 ft. \$35 Rugs, \$17.50.
4.6x9 ft. \$27.50 Rugs, \$13.75.
30x60 in. \$6.50 Rugs, \$3.25.
30x30 in. \$5 Rugs, \$2.50.
These plain color rugs are sold subject to slight imperfections which in no way interfere with their wearing qualities. The colorings are blue, rose, green, brown and red, but we have not the entire range of colors in every size.
GIMBELS—Sixth Floor

Prices Reduced on Women's Fine Fur Coats

These drastic reductions apply to our Collection of Model Coats and Wraps, including:
\$195 was \$395—Imported Circular Wrap of Blended Squirrel (looks like sable) with ermine collar; exquisite silk crepe lining.
\$125 was \$210—Broadtail Coat, short, with loose semi-circular back; kolinsky collar.

Fur Coats at Exceptional Prices

Moleskin Coats in a 42-inch length model, with wide circular flare and animal scarf of rose-dyed fox. \$295.
Moleskin Coats, in one of the new hip-length models, \$85.
Hudson Seal (dyed muskrat) Coats, in a new 40-inch model with wide flare, finished with belt, \$225.
Hudson Seal Coats in a smart 40-inch model, with collar and cuffs of skunk, \$125.

Fur-lined Coats, \$37.50 and \$50

Broadcloth Coats, lined with natural muskrat or squirrel wool, with large collars of natural raccoon or skunk-opsomum.
Fur-lined Tweed Coats, with skunk-opsomum collars, \$37.50.

Sets of Rare Furs

Natural Silver Fox, \$500 Set.
Natural Blue Fox, \$250 Set.
Silver Cross Fox, \$95, \$115, \$125 Set.
Royal Ermine, \$50 to \$225 Set.

GIMBELS—Third Floor

What Every Woman Adores: Fine Perfumes

Azurea and Floramye Sets, consisting of perfume, face powder and soap, \$3.75.
Tantay Minerva Perfume, \$4.80 and \$2.40.
Toilet Water, \$4.50 and \$2.10.
Spiehler Lily of the Valley Perfume, \$1.00 and 50c.
Colgate's Florient Perfume, \$1.25, \$2.00, \$2.50.
Toilet Water, 75c.
Hudnut Violet Sec Toilet Water, \$1.40 and 75c.
Ed Pinaud Lilac Vegetal, 65c.
Vantine Wistaria Perfume, \$1.75, \$1.00.
Toilet Water, \$1.50 and \$1.
Bradley Princess Tulip Perfume, \$1.00.
Gimbels Lily of the Valley, violet, rose, heliotrope and carnation perfume, in glass stoppered bottles, \$1.00.
Gimbels Farina Cologne, 35c.
Woodworth Violet Toilet Water, 75c.
Dier Kiss Sets, consisting of perfume and sachet; 200 others with face powder, sachet and toilet water, \$2.50.
Colgate Comforts, 50c.
Fancy Baskets, satin lined, filled with perfume, toilet water and sachet, \$2.25 to \$12.75.
Hanson & Jenks Wood Violet Toilet Water, \$1.25.
Hudnut Lavender Flowers, \$1.00.
Hudnut Pot Pourri, \$1.50.
Lazell Field Violet Toilet Water, 50c.
William Violet and Lilac Toilet Water, 50 and 25c.
Azurea Sachet, 60c.
Dier Kiss Sachet, 65c.
Dier Kiss Perfume, \$4.95, \$3.60, \$2.10, \$1.75 and \$1.35; sachet, 65c.
Floramye, Azurea and Pompeia Perfume, \$2.50, \$1.45.
Toilet Water, \$1.50; Sachet, 60c.
Coty's L'Origan Perfume, \$5.00, \$3.10.
Coty's La Rose Jacqueminot Perfume, \$5.00 and \$2.60.
Toilet Water, \$5.00 and \$2.60.
Houbigant Ideal Perfume, \$4.90.
Houbigant Quelques Fleur Perfume, \$6.95 and \$3.75.
Toilet Water, \$6.15.
Houbigant Evette Perfume, \$2.25.
Guerlain Apré Loudee Perfume, \$5.50.
Guerlain Jicky Perfume, \$1.95.
Mary Garden Perfume, 1/2 oz., \$1.00; 1 oz., \$2.00; cut glass bottle, \$4.00.
Toilet Water, \$3.00. Sachet, \$1.50.
Rigaud Lilac Perfume, \$3.50 and \$1.00.
GIMBELS—Main Floor.

The Gimbels Jewelry Store Is Unique

This store presents Distinctive Gifts such as are usually associated only with so-called exclusive shops. Although there are thousands of Gifts at \$5c to \$1,000 we invite particular attention to these:

Platinum Jewelry

La Vallieres set with diamonds, \$26.50 to \$450.
La Vallieres with diamonds and sapphires, \$25 to \$150.
La Vallieres with diamonds and pearls, \$22.50 to \$65.
Women's Rings with diamonds, \$30 to \$875.
Men's Rings with diamonds and sapphires, \$295.
Scarf Pins with diamonds, \$16 to \$150.

Diamond and Gold Jewelry

La Vallieres, \$5 to \$75.
Cuff Links, \$5.50 to \$46.
Locketts for Men, \$4.50 to \$13.
Scarf Pins, \$9 to \$17.50.
Pocket Knives, \$2.75 to \$15.

French Jewelry

Exquisite copies of Parisian designs.

Dinner rings, set with fine imitation sapphires and rhinestones, \$3 to \$7.25.
La Vallieres of silver set with rhinestones and imitation emeralds and sapphires, \$3 to \$5.50.
Earrings with French pearls suspended on tiny chains, \$2.50 to \$5.50.
Close-fitting Earrings mounted with imitation sapphires, emeralds or sapphires combined with rhinestones, \$3 to \$5.95.

Special Silverware

102 Sterling Silver Jewel Cases at \$1.75 to \$85; regularly \$2.50 to \$50.
Sterling Silver Fruit Bowls at \$12.
Sheffield Plate Cake and Sandwich Plates, \$4.50.
Quadruple Plated Candlesticks, \$1.50.
GIMBELS—Main Floor

A SALE of BLOUSES

As GIMBEL Blouses are famous all over America, you can easily realize the importance of this Sale when we unhesitatingly say that the Blouses in this Special Purchase are the best that we have ever presented. It is an exceptional opportunity for our many patrons. Remember, please, that this is

An Exclusive Purchase

\$12.75 to \$22.75 Georgette Crepe Blouses at \$6.95 and \$8.95

White
Flesh Color

Bisque
Navy Blue

Black
Brown

Green
Blackberry

The Georgette Crepe is of that exquisitely heavy quality which has made this Crepe so famous.

The colors were especially dyed to match this

The Highest Type of Blouses Ever Made in New York

Many of them are exquisitely hand embroidered, some are applied by hand with cordings, and there is scarcely a model which is not finely tucked in one way or another.

Elaborate braiddings of soutache give distinction to a model which has a lace vest and collar.

Others are appliqued with steel and colored beads, intermingled with hand embroidery.

Another Purchase

1,000 Blouses at \$2.95 and \$3.95, Regularly \$5 to \$7.50

All Sizes and All Colors, also White

Satin-striped Georgette Crepe Blouses.
Embroidered Thread Net Blouses.
Radium Silk Lace Blouses.
Tailleur Blouses of Satin-striped Silk Shirtings.

Winter's cloth materials from one of the leading manufacturers of the world. Therefore these Blouses will make tailor suits into the new and fashionable three-piece costumes.

Collars and cuffs of taffeta in contrasting colors, exquisitely hand embroidered, are another feature. And some of the Blouses are simply finished with double hemstitchings and pipings of silk.

Every sleeve is beautifully finished at the wrist. In fact, no detail, no matter how small, has been overlooked—the buttons alone tell you that.

Sizes 34 to 44 in every model, and few Blouses in size 46.

Chiffon Blouses in Suit Colors.
Georgette Crepe Blouses, hand smoked, others hand embroidered, and some simply finished with large pearl buttons and bound buttonholes. Third Floor.

Gifts of a Religious Nature—Special for Christmas

The New "Knights of Columbus" Prayer Book, 50c.
Designed and revised specially for the Knights of Columbus. It contains the national hymn of the order, "Holy God, We Praise Thy Name"; also identification page; together with all the essential prayers for church and home use. K. of C. emblem beautifully enameled in the official colors on the outside of front cover.

"Fifteen-Year Guarantee" Rosaries, \$1
Finest large beads mounted on heavily rolled gold chain with rolled gold scapular medal centre, beautiful large cross with heavy corpus; set in amethyst, garnet, topaz, sapphire, crystal, emerald, jet, moonstone, Jasper or pearl effect; each in an elegant satin lined grey gift case.

Key of Heaven, approved by His Eminence Cardinal Gibbons, 682 pages. Special price, 60c.
STATUES FROM 75c TO \$1.50
Bisques, Holy Water Fonts, Holy Water Bottles, Sick Call Sets, Crucifixes, Medals, Scapulars.

CARDINAL WISEMAN'S \$1 FABIOLA, 40c.
The most approved Catholic novel ever written; cloth bound; 448 pages.

HOLY BIBLE, \$1

Scholars' edition, illustrated, including the Old and New Testaments translated out of the original tongues, compared and revised. Bound in leather with overlapping cover. Nicely boxed.
GIMBELS—Main Floor

Over 2000 Chairs and Rockers for Christmas Gifts

All at extraordinarily low prices
RANGING in price from a \$9 Golden Oak wood seated chair or rocker at \$6.50 to a \$160 imported easy chair in English Morocco at \$120.

Other Big Christmas Values

\$40 Wing Chairs in Tapestry, \$25.

Spring seat and back. Just the chair to "louge in."

\$100 Easy Chairs, \$75.

All over upholstered in mulberry lounge, with loose cushion seat.

\$37.50 Adjustable Reclining Chairs, \$30.
The frame "Early English," with foot rest. Upholstered in brown Spanish leather.

\$12 Mahogany Reception Rockers, \$8.50.
Mahogany finished frame with inlaid panel back and damask seat.
GIMBELS—Seventh Floor

An Important Gift Offering of \$15 to \$27.50 Comforters Special at \$10 to \$18.50

DOWN and wool filled. Handsome satin and silk coverings in the newest colors, such as pink, blue, old rose, old blue and yellow.

\$9.50 Wool Filled Comforters, \$7.50

Full size. Fine figured satin coverings, with 9-inch plain borders to match. Pure lamb's wool filling.

Fine \$6.75 White Blankets, pr., \$5

Size 70x80 inches. Fine wool filling on a cotton warp. Neat pink or blue borders.

\$5 Warm Blankets, pair, \$3.95

White Blankets, with pink or blue borders, size 72x80 inches. Also Fancy Plaid Blankets in the newest large block designs; all colors; size, 70x80 inches.

Heavy Marseilles Bed Spreads, \$4.50

Scalloped all around, with cut out corners, for metal beds. White satin finish. Pretty Marseilles patterns. Full size.
GIMBELS—Second Floor

Gift Hints for Lovers of Indoor and Outdoor Fun

\$11.50 Film Camera, \$7.25

This "Seneca" film pack camera is covered with the finest walrus grain leather; the wood work is ebonyized finish with nickel plated trimmings; rapid rectilinear lens and triple double valve shutter with push cord release. It takes a film pack size 3 1/4 x 5 1/2 and can be loaded or unloaded by daylight.

\$3.50 Poker Set, \$2.75

Consisting of finely finished rack holding 200 embossed poker chips, and 2 decks of cards.

65c Checkers at 50c

Very fine checkers, having on one side an inlaid crown, which gives a very pretty effect.

Bar Bell Exercisers, \$4.75

A combination home gymnasium—six machines in one:

- 1—For bar bells.
- 2—For heavy dumbbell.
- 3—For double chest expander.
- 4—For single chest expander.
- 5—For floor exercisers.
- 6—For wall machine.

GIMBELS—Fourth Floor

Practical Household Needs for the Christmas Gifts

Hoosier Kitchen Cabinets, \$24.50 to \$41.
Kitchen Cabinets, oak finish, \$17.25 from \$22.50.
Kitchen Cabinets, white enameled steel, \$27 from \$32.50.
Kitchen Cabinets, white enameled steel, with white porcelain table-top, \$31 from \$36.50.
Bird Cages on high stands, \$9.50 to \$23.
15-Piece Cereal Sets, complete with white enamel rack, \$5 to \$5.95.
Kenney Needle Shower Bath, at \$4.85.
Folding Card Tables, \$1.75 to \$6.50.
Shoe Polishing Cabinets, 95c to \$6.50.
White Enameled Medicine Cabinets, \$3.50 to \$13.50.
Tool Chests for big boys, \$5.25 to \$39.
Set of 5 Garment Hangers in gift box, \$1.
Mounted Fire-proof Caseroles, \$1.15 to \$6.
Electric Tree Outfits, \$2 to \$11.
Electric Irons, \$2.50 to \$5.
Electric Toasters, \$3.50 to \$5.
Electric Coffee Percolators, \$5 to \$18.
Electric Chafing Dishes, \$10 to \$13.50.
Electric Grills, \$5 to \$6.
Chafing Dishes, \$4.95 to \$17.50.
Percolating Coffee Pots, \$1.45 to \$5.25.
Percolating Coffee Machines, \$4.95 to \$17.75.
Serving Trays, copper and nickel-plated, 45c to \$6.
Mahogany Serving Trays, \$3.95 to \$12.50.
Coaster Sets, 7 pieces, 50c to \$8.90.
GIMBELS—Fifth Floor.

Continued—The Gift Sale of INNOVATION New Wardrobe Trunks

At Savings from \$5 to \$35 on Each Trunk
THE ideal trunk for yourself, your friends, the school or college boy or girl—the holiday visit—the trip South—nothing could be so welcome or so lasting a reminder of the giver.

Advance 1916 Models \$55 Trunks for... \$42.50

1915 Models \$35 to \$45 Trunks for... \$29.50

\$50 to \$85 Trunks for... \$38.50

\$21 INNOVATION Carrying Cases for Hats, \$10

For men and women. Handsomely finished in black enamel over a veneer body.
A special group of INNOVATION Trunks, some all drawers, some with 5 hangers and extra large drawers. Were \$30 to \$75. Now \$15 to \$35.
Select your INNOVATION Trunk NOW! We will mark your monogram on it FREE, and hold it to your order for delivery at Christmas—or when you want it.

IMPORTANT! These special prices are good until Christmas Eve only. After that the Trunks will be re-marked at regular prices.
GIMBELS—Fifth Floor